



OETA 

2019
LOCAL CONTENT & SERVICE REPORT
TO THE COMMUNITY

7403 North Kelley Avenue • OKC, OK 73111 • (405) 848-8501 • OETA.tv



OUR MISSION

OETA provides essential educational content and services that inform, inspire and connect Oklahomans to ideas and information that enrich our quality of life. We do this by consistently engaging Oklahomans with educational and public television programming, providing educational training and curriculum, outreach initiatives and online features that collectively encourage lifelong learning.



LOCAL VALUE

OETA is an integral part of Oklahoma's advancement.

LOCAL LIFE

OETA continues to take advantage its statewide reach, content development and educational outreach services for all ages with a goal to build stronger communities.

LOCAL INSPIRATION

OETA provides enriching educational content that ignites curiosity, encourages exploration and promotes innovation.

LOCAL SOURCE

OETA delivers hundreds of hours of local content, thousands of educational resources and invaluable emergency communications services.



KEY SERVICES

In 2019, OETA provided these essential local services.

CONTENT DELIVERY

OETA's four television channels delivered 34,944 hours of educational content. OETA delivers its content online, via mobile, tablet, streaming and gaming devices.

EDUCATION RESOURCES & COMMUNITY OUTREACH

OETA provides free educational media resources to community stakeholders that includes: parents, children and educators. Through the Ready to Learn program, OETA is able to provide and deliver in-school and out-of-school programming to service providers that meet local needs/support local education goals and outcomes. The collection of resources and programming work together to increase academic performance, and improve the home and school connection.



LOCAL IMPACT

OETA's local services had deep impact across Oklahoma.

REACH

OETA reaches more than 4.2 million people in Oklahoma and surrounding states.

USE

OETA is one of America's most watched PBS networks (whole day). In 2019, OETA increased its social media reach. The OETA Facebook population organically increased by 7%. Throughout 2019 over 195,000 users visited OETA.tv.

ENGAGEMENT

Oklahomans tuned in to *Country Music* from Ken Burns in record numbers. OETA held two screening events ahead of the broadcast premiere in OKC and Tulsa with over 400 attendees.



OETA LAUNCHES WORLD CHANNEL

In January of 2019 OETA launched OETA WORLD. This new channel exposes Oklahomans to the personal stories behind the headlines. OETA WORLD shares the best of public media in news, documentaries, and fact-based informational programming that helps us understand conflicts, movements, and cultures that may be distinct from our own.

OETA WORLD has four original series: America ReFramed for domestic long-form documentaries; Doc World for international long-form documentaries; Local, USA for short-form content on local issues of national importance; and Stories from the Stage, a multi-platform storytelling series. This channel serves as another platform to deliver local content as well—including all of OETA's productions.



NOW STREAMING ON YOUTUBE TV

In December 2019 OETA announced that it is now streaming live on YouTube TV. Dedicated live channels for OETA and PBS KIDS, as well as on-demand programming, are now available to YouTube TV subscribers, expanding our digital footprint and offering viewers additional ways to stream PBS content.

In addition to YouTube TV, OETA and PBS KIDS content is available on all station-branded PBS platforms, including PBS.org and PBSKIDS.org, as well as the PBS Video app and PBS KIDS Video app available on iOS, Android, Roku, Apple TV, Amazon Fire TV, Samsung TV and Chromecast. PBS station members are also able to view an extended library of quality public television programming via Passport.



COUNTRY MUSIC ROCKS OETA

In September of 2019 Ken Burns' *Country Music* premiered on OETA. The eight-part series digs deep to uncover the roots of the music, including ballads, minstrel music, hymns and the blues. The film goes back to country music's early years in the 1920s, when it was called "hillbilly music" and was recorded for the first time and played across the airwaves on radio station barn dances. The film features interviews with country music superstars with a strong focus on the influence of Oklahoma. Featured in the film are Oklahoma artists Garth Brooks, Vince Gill, Wanda Jackson, Roy Clark and Reba McEntire and the historic Cain's Ballroom of Tulsa.

OETA held advanced screenings of *Country Music* in Oklahoma City and Tulsa. Guests included series producer & writer Dayton Duncan and producer Julie Dunfey. Attendees were delighted by the program and asked thoughtful questions during the Q&A portion of the event. Over 400 people were in attendance. Lastly, OETA enjoyed the highest ratings of *Country Music* compared to any other public television station in the nation.

In conjunction with *Country Music*, OETA's award-winning documentary teams produced a half-hour special documentary, *This Is Oklahoma Country*. This special focuses on the Oklahoma country scene of today. Local record producers discussed their work with some famous names and how they help guide the careers of Oklahoma's rising stars. And, local country artists share their stories of making the jump from Oklahoma to Nashville as they juggle work, family and honky-tonk dreams.

With the state producing some of the world's biggest music stars like Garth Brooks, Toby Keith, Reba McIntyre, Carrie Underwood, Woody Guthrie, Roy Clark and Gene Autry, just to name a few, those dreams of stardom aren't too far-fetched.





BACK IN TIME

Written and produced by Robert Burch and edited by Ryan Lorg, *Back in Time* is OETA's Emmy award-winning documentary series that showcases significant people, places and events that helped shape the history of the state of Oklahoma. OETA uses extensive research, archival photographs and film, along with interviews with historical experts and descendants of the people profiled in each program.



COW TOWN

Oklahoma's Chisolm Trail is the most famous of many trails that brought hundreds of thousands of cattle from Texas, through Oklahoma, to the railheads in Kansas. Without this trail, Oklahoma may not be known for its robust agricultural economy and Oklahoma City would not have its lucrative stock yards. *Cow Town* highlights the perilous journey of the cowboys on the trail, the demand for a reliable source of food during a time of change, and the beginning of Oklahoma's City's stockyards.



FIRE ON THE WASHITA

The April 11th episode of *Back in Time* examined a flashpoint in American history that ignited the "Fire on the Washita." As the railroads expanded west into Native American land, conflict was sparked. Railroad tycoons believed their investments needed better protection from attacks. These businessmen, without regard to the homes and lives of Native Americans, asked the US Army to intervene. In 1868 General Armstrong Custer and his army massacred groups of Cheyenne, Arapaho, Kiowa, and Sioux individuals who had made deals to live peacefully on reservations.



SPACE PIONEERS

Aside from bravery and the desire to push our known world further into space, there is one thing each phase of America's space program had in common. From the first flight of the Mercury missions to the construction of today's International Space Station, each step had the distinction of having an Oklahoma astronaut. The July episode of *Back in Time*, follows the footsteps of Oklahoma's "Space Pioneers."



GALLERY AMERICA

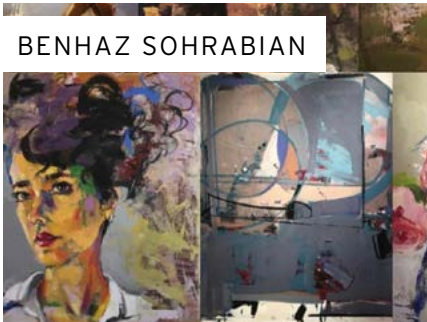
OETA's Emmy award winning "Gallery America" series brings you the best in the arts from Oklahoma and around the nation. We are dedicated to showcasing Oklahoma's visual and performing talents and culture.

NICOLE MOAN



She doesn't completely fit in the fashion world, nor the realm of the fine arts. However, Nicole Moan's genre-defying ceramic corsets have been featured in magazines, graced red carpets, and modeled on runways. As a child she dreamed of merging her innate artistic skills and passion for fashion in creating corsets. Now, over twenty years later, she is developing her own voice and making her own way in the art world.

BENHAZ SOHRABIAN



Behnaz Sohrabian immigrated to Oklahoma in 2010 from Iran to be near her sister. Sohrabian established her career as an artist in Tehran, Iran, with two bachelor degrees and a master's degree in art studies. However, while practicing her art in Iran, she was censored—limiting her self-expression. Upon her arrival in the US, she was free to explore and display the subject she found most interesting: the human form. She has since exploded in the Oklahoma City arts scene.

O. GAILE POOLE



He may not be a household name, but his daughter is working to change that. O. Gail Poole was a prolific, genre-defying artist. He began his career in advertising, but pivoted to the fine arts in hopes of finding self-expression. However, his frustrations grew when his patrons did not understand nor support this new style. But, that didn't stop him. After his sudden death in 2013, his daughter, Nicole Poole, decided to focus her attention and energy on bringing her dad back to prominence. In intimate interviews with Nicole, she emotionally describes the importance of her personal connection to her father's work. It's now her personal mission to have an exhibition of her father's work shown regionally and nationally.

MATT FLOYD



Oklahoma has been home to many great baseball players—with names like Mickey Mantle, Warren Spahn and Johnny Bench. Given our state's pedigree, it's no surprise that Matt Floyd of Choctaw, is turning out some of the most beautiful baseball bats in the country. Floyd began making custom, wooden baseball bats five years ago in a large workshop behind his house. He now makes bats for several Oklahoma school teams, and for schools across the country. Along with making custom bats, and teaching classes on bat making, Floyd also offers private baseball lessons, group training, baseball camps and has built a practice field near his workshop.

DEAN WILHITE



Artists tend to see the world around them very differently than most of us. Through their creative lens, they see beauty in the everyday. The disorder and entropy of an old, abandoned house. The shadow cast by clouds on an empty field. Or, even a bank. That's right, a bank. By day, Wilhite is the senior art director for a large Oklahoma advertising agency. More than 15 years ago, Wilhite created a series of commercials for Bank First that have won numerous awards and enchanted viewers across the state. By night, Wilhite paints in a studio attic at his home, creating large works of Americana that are even more captivating than his commercials.

CYNTHIA BROWN



Creating abstract art is a journey of discovery. Beginning with a blank canvas, the artist allows the piece to present itself. That's how Cynthia Brown creates her abstract paintings, by letting the process unfold. And the results are beautiful. She begins each piece without any preconceived idea of what the finished painting will look like. The entire process unfolds and the painting reveals itself to her. In a way, Brown excavates the painting from the blank canvas, as if it was there all along. Brown, who was honored with a Tulsa Artist Fellowship from the George Kaiser Family Foundation, breaks down barriers with her talent, emotions and training. Before becoming an artist full-time, she taught art in a Tulsa high school for ten years.



OKLAHOMA NEWS REPORT

The Oklahoma News Report is a weekly in-depth exploration of news and issues affecting all Oklahomans, featuring topical information and meaningful stories that provide context and meaning to educate and engage every citizen across the state. OETA provides Oklahoma’s only statewide news program.

In its 39th year, The Oklahoma News Report named Rich Lenz as its new host and Director of News. Lenz began his news career as the sports director and anchor for WTXL-TV, Tallahassee, Fl., before working in the same capacity for WVLA-TV, Baton Rouge, La. Lenz then worked as a weekend sports anchor and reporter for KWTU, OKC, before returning to Louisiana to become the sports director and later the news anchor for WDSU-TV in New Orleans. Since 2007, Lenz has been the co-anchor for the *6 in the Morning* program on KOTV, Tulsa.

Along with the addition of Lenz, OETA has further expanded its award-winning news department in an effort to better inform the viewers of Oklahoma. Ed Murray has been named as the station’s newest News Reporter. Murray brings with him more than 30 years of television and radio news experience. He has been a writer, reporter, anchor and sportscaster. Murray also provides the radio play-by-play for the Oklahoma City Thunder’s D-League team, the OKC Blue.

Aaron Byrd has been promoted to the position of Chief Videographer/Editor. Byrd is a veteran photojournalist, videographer and editor having worked for commercial stations in both Oklahoma City and Tulsa. For the past 14 years, Byrd has worked as a videographer for OETA.

Jason Doyle has been promoted to the position of Producer. Doyle has more than 25 years experience in both television and radio news. Doyle worked as a news reporter for OETA for several years in the past and returned to OETA a year ago as a part-time reporter.

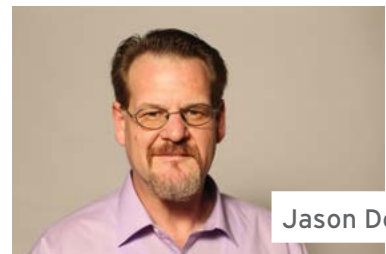
And, Rory Taylor has been named as the new Multi-Media Journalist. Taylor is a recent graduate of Oklahoma Baptist University with a degree in Digital Media Arts. He has worked as a production assistant for an Oklahoma commercial news station and has worked as a producer and editor for a sports podcast.



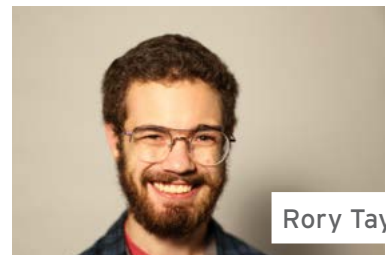
Ed Murray



Aaron Byrd



Jason Doyle



Rory Taylor



SPECIAL OETA PRODUCTIONS



The Oklahoma State Department of Education (OSDE) has joined forces with the OETA to produce a monthly broadcast, *Education Matters*. Hosted by Oklahoma State Superintendent of Public Instruction Joy Hofmeister, *Education Matters* focuses on important topics and key initiatives for public education across the state. *Education Matters* airs monthly on OETA every third Thursday at 7 p.m. and is rebroadcast the following Wednesday at 12:30 p.m.



The *OETA Movie Club* features classic films, celebrity photos submitted by Oklahomans from across the state, little-known movie trivia and fan-favorite fresh popcorn. The show has been a Saturday night staple on OETA for more than 30 years and is among the most popular of all OETA programs.



As an agency of the State of Oklahoma, OETA was privileged to cover the inauguration of Governor Kevin Stitt. OETA was responsible for making a pool feed available for all other news stations across the state. The speech was aired live statewide as well as livestreamed on OETA's Facebook page.



STATE OF THE STATE ADDRESS

OETA is the primary producer for the broadcast of the governor’s annual State of the State Address— providing video and audio resources to news organizations throughout the state. The address is typically given on the first Monday of February, outlining the governor’s goals. OETA recognizes the value of this important event and for years has made it accessible to all Oklahomans. Whether the governor’s address is broadcast live on OETA, streamed on OETA’s digital platforms, or shared with commercial stations so it can be excerpted for newscasts, OETA’s effort is what gets the information delivered to the public. This important address is the focus of the first joint session of the annual Oklahoma Legislature, and provides insight into the sitting governor’s legislative and policy agendas that will be debated and pursued in the following months.



ASK A LAWYER

Ask A Lawyer is an annual production which provides Oklahomans a better understanding of the rights and freedoms offered by our legal system. Co-produced by the Oklahoma Bar Association (OBA), the program presents information about legal issues in easy-to-understand language. In the most recent production of *Ask A Lawyer*, expert panelists discussed issues surrounding landlord/tenant law, the Oklahoma Innocence Project and divorce. Additionally, viewers are able to call in and receive free legal advice throughout the program. Advice is provided by attorneys throughout the state as a community service effort in conjunction with the national celebration of Law Day.



FOUNDATION FOR EXCELLENCE

Oklahoma Foundation for Excellence is another program that is produced and broadcast annually by OETA. The program is an evening of inspirational speeches and recognition of those who promote educational excellence in the state of Oklahoma. The organization behind the event was founded in 1985, when Oklahoma’s U.S. Senator David Boren brought together a group of Oklahoma business and community leaders with the common goal of improving public education in the state. All agreed that private investment was crucial to the success of public schools. The result was the establishment of a statewide, nonprofit organization, the Oklahoma Foundation for Excellence, with the mission of recognizing and encouraging academic excellence in Oklahoma’s public schools. OETA is proud to be a partner in this event.



OTHER LOCAL PRODUCTIONS



BEHIND THE LENS

Six short films by students in the award-winning Jenks High School film program.

Second Chance: An artist “brushes aside” her darkest challenge.

Aftermath: A firefighter recalls the photograph that changed his life.

Margo’s Wine Glass: A senior citizen tells the story behind a cherished object she displays in her home.

A Colorful Life: A student filmmaker details the inspirations behind her award-winning work.

Swerve: How one man’s childhood jump-started a philanthropic program for kids.

Sound and Silence: A fictional film in which a teen girl learns empathy for her younger sister.



CHILDREN OF THE CIVIL RIGHTS

No one knew that a group of children in Oklahoma City were heroes, not even the children themselves. For six years, a group of kids went into restaurants and asked for service. It never got violent; it never made national news; but together, they turned around every restaurant except one before the 1964 Civil Rights Act. Sixty years later we share their six year odyssey to freedom.

Photo Courtesy of OPUBCO



CHILDREN OF HOPE

The children of the incarcerated. Three out of four children with incarcerated parents are headed to prison, just like their parents and in some cases their grandparents. It's a generational cycle in Oklahoma and as of this year leads our entire nation in the number of men, women and children it puts behind bars and is dead last in its support of education.



CHILOCCO THROUGH THE YEARS

Seven miles from Newkirk, Oklahoma, near the Kansas border, sits a large, abandoned 288-acre campus. Though the name "Chilocco" is known to many native Oklahomans, its 100-year history, and the stories of the countless Native American children who once called it home is not. The film is part of a two-year collaborative project between the Chilocco National Alumni Association and the Oklahoma Oral History Research Program at the Oklahoma State University Library. *Chilocco Through the Years* delves into the century long history of the Chilocco Indian Agricultural School and the thousands of students who passed through the school's iconic entryway arch.



HUMAN TRAFFICKING IN THE HEARTLAND

Human Trafficking in the Heartland is a 3 year investigation into child sex trafficking across Oklahoma, Kansas, Missouri and Iowa.



OKLAHOMA GARDENING

Oklahoma Gardening provides the some of the best research-based information in Oklahoma. Each show includes beautiful and informative segments on gardening, lawn care, tree care, and landscaping design and maintenance. Along with segments from our studio garden, we will introduce you to gardeners from around the state and tour their gardens.



Eight Oklahoma legends were honored at the 92nd Oklahoma Hall of Fame Banquet & Induction Ceremony: James C. Day of Pond Creek; Tricia Everest, Oklahoma City; Gray Frederickson, Oklahoma City; John Herrington, Wetumka; Steve Largent, Tulsa; John T. Nickel, Tulsa; J.C. Watts, Jr., Eufaula; Posthumous Honoree, Chief Allen Wright/Kiliahote, Mississippi/Boggy Depot, Choctaw Nation.



Oklahoma Department of Wildlife Conservation's TV show, *Outdoor Oklahoma*, showcases the best of hunting, fishing, and wildlife diversity in the state of Oklahoma. The department documents the state's stories of hunting, fishing, or just enjoying the outdoors, where you, the outdoor enthusiast, is the star. The series also feature ODWC's expert biologists, game warden's, and employees making the state an outdoor destination and a pinnacle in conservation



Osiyo, Voices of the Cherokee People is an Emmy-winning, documentary-style program featuring the people, places, history and culture of the Cherokee Nation.



SUNUP, covers Oklahoma agriculture—explaining the latest research, providing updates for current crops or covering the issues that matter most.



OETA IN THE CLASSROOM

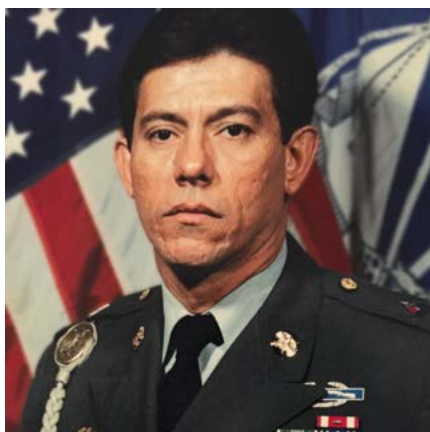
Ready to Learn is a part of PBS's national initiative to provide low-income families, communities, and educators with Early Learning Media tools in support of school readiness and successful outcomes for children ages two through eight. OETA has taken an active role with the initiative since the inception in 1996 through a variety of ways: statewide book distribution programs, large-scale events, etc. With a variety of new educational tools and resources from PBS, last year's Ready to Learn program was focused on building the capacity of community partners who serve Ready to Learn populations. Through a series of trainings with 536 early childhood professionals, OETA impacted 16,080 children with Ready to Learn tools and resources.

OETA continued its work introducing community educational services under the Community Collaboratives for Early Learning Media grant. Through this grant, OETA was able to deliver new Early Learning Media resources to a specific low-income community in support of building the community's capacity to support student learning outcomes and improve attitudes. Provided services included:

- A PBS KIDS Ed Camp that was attended by a 62 early age educators. The Ed Camp provided educators from across the state the space to connect with passionate early childhood professionals, share experiences, and learn about innovative strategies and opportunities available through OETA.
- An early STEM afterschool program and summer camp that provided 80 kindergarten through 3rd grade students access to enrichment experiences with engineering design and science inquiry processes as well as math remediation presented in television programming such as *Ready Jet, Go! Space Camp*, and the Ready to Learn Activities Guide.
- Additionally, OETA provided community screening events to communities across the state. The screenings gave attendees the opportunity and space to voice and discuss key points that resonated with them from the respective documentaries.



OETA IN THE COMMUNITY



The Warrior Tradition

Learn the heartbreaking, inspiring and largely untold story of Native Americans in the United States military. This film relates the stories of Native American warriors from their own points of view—stories of service, pain, courage and fear.

Thursday, November 7, 2019
Great Plains Technology Center
Lawton, OK



Country Music: Ken Burns

OETA presented a special preview of *Country Music: A Film by Ken Burns* at the University of Central Oklahoma in OKC Friday, September 6 and the Tulsa Performing Arts Center Saturday, September 7. Attendees saw clips from the documentary and heard from series writer/producer Dayton Duncan and producer Julie Dunfey. 405 people attended these events.

Friday, September 6
University of Central Oklahoma

Saturday, September 7
Tulsa Performing Arts Center



Xavier Riddle & The Secret Museum

OETA and the Oklahoma History Center partnered for the launch of the new series *Xavier Riddle & The Secret Museum*. The series follows the adventures of Xavier Riddle and his sister Yadina and their friend Brad. In each episode, they face a problem and turn to the Secret Museum, a hidden room under an ordinary museum to help them solve it!

Saturday, November 9
Oklahoma History Center



MISSION

OETA provides essential educational content and services that inform, inspire and connect Oklahomans to ideas and information that enrich our quality of life.

VISION

OETA will help create more knowledgeable, civically engaged and productive citizens of Oklahoma.

VALUES

EDUCATION

Encourage lifelong learning with continuous, equal access to quality content.

COMMUNITY FOCUS

Serve and be accountable to Oklahomans.

CREATIVITY

Encourage imagination, innovation and expression.

EXCELLENCE

Achieve best quality results and be effective.

INTEGRITY

Adhere to the highest standards of conduct, performance & fairness.

DIVERSITY

Be inclusive in our workforce, services and content.

COLLABORATION

Work with others to help Oklahomans thrive.